

# ACME Company

## ACME Company Overview

ACME Company is a medium-sized manufacturing company based in Denver, Colorado, that produces high-quality anvils, blacksmith tools, accessories, and an assortment of research-driven inventions. All design, development, and manufacturing of its premium lines are done in the Denver area. ACME Company relies on multiple domestic and international suppliers to produce covers and molded protection for anvils.

Suppliers in Mexico and Vietnam manufacture plastics, polymer fabrics, and other essential components for the anvil covers. The materials are shipped to its Chinese manufacturing facilities, which produce protective covers for Anvil International, Calzone, Ajax, and other private-label anvil producers.

The company also produces protective materials supplied to anvil service providers such as American Ross, Black Jack, and Champion as generic covers under their brands.

ACME Company realizes most of its annual revenue from anvil manufacturers producing new anvil technologies using its patented and licensed processes; typically, 75% of ACME's profit is realized within the first 15 days of a new anvil being released internationally. Revenues quickly diminished afterward due to clones and counterfeit protective covers produced in China and sold internationally.

All departments must remain vigilant and aggressively protect ACME Company's design processes and trade-secret relationship with the anvil manufacturer, especially Anvil International. Proprietary information is stored in the Denver corporate data center and is transmitted to the Chinese, Vietnamese, and Mexican manufacturers using secure connections. Risk management and protection of intellectual property are crucial for ACME. Loss of trust with suppliers and consumers will severely damage the company's ability to remain profitable and maintain its global market share.

Visit the [ACME Company Website](http://acmecompany.flatironschool.com/) (<http://acmecompany.flatironschool.com/>) for more information.

## Company History

Emma Webster founded ACME Company in 1937, making kites, balloons, and unicycles. When the United States entered World War II, manufacturing shifted towards supplying the war effort. ACME Company began producing a variety of products for the Department of War.

With Webster's keen understanding of management and logistics, the company began making magnets, suction cups, tornado kits, exploding tennis balls, and jet-propelled tennis shoes. The most crucial innovation during this time was the patented ACME Company Anvil. Delivered by kite or balloon under cover of darkness, the anvils were dropped upon unsuspecting enemy targets. It is rumored that Ms. Webster herself defeated Colonel Frankenheimer.

After the war, ACME Company invented, developed, and sold various products, gaining a large following in the American Southwest. This led to the company's relocation from Fairfield, New Jersey, to Albuquerque, New Mexico.

By early 2009, ACME had approximately 70 employees. The company opened a 10-employee Ireland office in 2010 to handle the European, Middle Eastern, and African markets, a Hong Kong office in 2011, and later, a small Dubai sales office. In 2012, ACME had 363 employees.

In 2014, ACME Company relocated from Albuquerque, NM, to Denver, CO.

After 85 years as a privately-held corporation, Emma Webster and her board of directors announced their plans for an Initial Public Offering in 2022.



## Honors and awards

In 2019, the company was named one of the Best Medium Workplaces by Great Place To Work for its expanding workforce, "carefree and creative habitat," and 24 hours of paid time off for employee volunteer work. Their **ACMECares** foundation has donated over 8 million dollars since 2012 and primarily focuses on education for young children.

## Products

As of 2022, ACME provides cases for products by

[Amazon.com](#) ↗

(<https://www.wikiwand.com/en/Amazon.com>), Anvil International,

Calzone, Ajax, Black Jack,

Champion, and American Ross.

The company has produced ten different lines of cases: the Achiever Series, the Defender Series, the Resurgence Series, the Symmetry Series, the

Commuter Series, the Reflex Series, the Armor series, the Prefix Series, the Preserver series, the Profile series, the Strada series, the Statement series and the Drybox series. The Armor, Prefix, Reflex, and Preserver series are no longer in production.

The company also manufactures screen protectors under their "ACME Protected" line. Products are manufactured in Mexico, China, and the United States.



## Organizational Structure

The Corporate Leadership team leads the ACME Company. The organization is aligned into divisions: Operations, Finance, People Resources, Marketing, Research, Technology, Sales, and Customer Service. There are additional regional departments in the Asia Pacific (APAC), Europe, The Middle East, and Africa (EMEA) markets.

## Customer Service

We are the "people-people" who stand behind our products and remain 100 percent focused on our consumers. We are passionate about solving problems positively and finding ways to delight and treat every customer as if we were talking to a best friend. We aim to please while answering thousands of calls and emails each day.

## Distribution Centers (Operations)

An incredible amount of product passes through our two distribution centers daily. With first, second, and third shift coverage, we are operational for as many as 20 hours per day, seven



## Finance

We manage the business by supporting the teams making, selling, marketing, and delivering our products. We consider ourselves "essential personnel" because it takes special people to battle budgets and accounts for every penny!

## Research

We are the visionary division of ACME Company! Our teams explore and invent new technologies, reimagine our current products, test innovative materials and investigate devices, to bring cutting-edge products to life. Market research tells us what our customers want, and we make the magic happen to deliver new products they never knew they needed.

## Technology

Without us, no one would get anything done. We ensure anvils, computers, servers, and systems are up and running night and day. We work around the clock, so everything runs smoothly for every department and employee.

days a week. You haven't seen hard work until you've spent time with us — both day AND night!

## Engineering & Supply Chain (Operations)

We are a fast-moving team of quick-thinkers. Our focus on creating, packaging, and shipping products is what fills shelves and pegs across the planet. We are engineers, industrial designers, buyers, and assemblers who work together to deliver high-quality products on time and within budget.



## Marketing

We are a market-savvy ACME Company team that excels at brand strategy, customer and consumer needs, website development and e-commerce, event strategy, public relations, social media, business insights, and customer service. We deliver one-of-a-kind marketing campaigns for both internal and external customers.



## Sales

It's easy to sell when you're proud of the high-quality, in-demand brands you're selling. We get to be the face of our strategic partnerships, and we know our partners' success depends on us. We ensure they have the marketing, data, and sales tools to drive their business. As a team, we're challenged to anticipate and exceed expectations and rewarded accordingly.



## APAC

ACME Company opened its regional Asia-Pacific (APAC) headquarters in Hong Kong in 2011. We currently sell in 15 markets in Asia: Australia, New Zealand, Japan, Hong Kong, Taiwan, China, Philippines, Singapore, Malaysia, India, Sri

Lanka, Indonesia, South Korea, Thailand, and Vietnam. Focusing on our people, products, and communities, we successfully create regional brand advocates.

## EMEA

This passionate team is focused on growing ACME Company business throughout Europe, the Middle East, and Africa. EMEA headquarters was established in 2010, in Cork, Ireland, with a sub-office in Munich, Germany, which opened in 2014. Focused on fostering and enhancing relationships with partners, this team has seen extraordinary growth for the ACME Company brands across the region.

# Organizational Charts

[Leadership Team](https://learning.flatironschool.com/courses/6641/files/3873802?wrap=1) ([https://learning.flatironschool.com/courses/6641/files/3873802/download?download\\_frd=1](https://learning.flatironschool.com/courses/6641/files/3873802/download?download_frd=1))

[Primary Divisions](https://learning.flatironschool.com/courses/6641/files/3873816?wrap=1) ([https://learning.flatironschool.com/courses/6641/files/3873816/download?download\\_frd=1](https://learning.flatironschool.com/courses/6641/files/3873816/download?download_frd=1))

## Governance, Risk, and Compliance

### Corporate Governance

The company employs a traditional organizational structure with a Leadership team and multiple divisions. The IT Division operates under the Chief Information Security Officer and includes the Security Operations Center, Physical Security, Compliance, and a small Incident Response team. Third-party contractors fill many roles. Security has not been integrated into engineering, product design, innovation, or distribution centers. Recent initiatives to introduce DevSecOps into the company have neither been approved nor funded.

### Corporate Risk and Compliance

ACME Company has embraced compliance, specifically PCI and supply-chain compliance measures for IT, but has not identified a Risk framework or addressed security practices across the IT infrastructure and each division. The company has been hit with limited intrusions into its IT infrastructure but has not implemented a Security strategy across the company. They use a security-by-obscurity process to manage risk. ACME has seen more industry partners and suppliers compromised in the last two years, and this has raised the C-Suite's awareness to build a more Risk-based approach, but they have not implemented the Risk framework. The company has invested in a future hire for a Chief Risk Officer comprising Information Security, Physical Security, and Supply chain security. Despite several qualified candidates brought forward by the executive search committee in 2020, this role has not been filled.

## Noteworthy

Active hacking of any environment outside the approved Capstone virtual environments is strictly prohibited. The use of any active penetration tools against Canvas, the ACME Company internet website, or any other public-facing properties will result in a reduced grade and possibly failing the Capstone.

Have specific feedback?

**Tell us here! ([https://flatironschoolforms.formstack.com/forms/canvas\\_feedback?CourseID=6641&LessonID=acme-company&LessonType=pages&CanvasUserID=10700&Course=None](https://flatironschoolforms.formstack.com/forms/canvas_feedback?CourseID=6641&LessonID=acme-company&LessonType=pages&CanvasUserID=10700&Course=None))**